

Lottery Action

SPECIAL EDITION



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May 23, 2011

VIP Club Members 'Play It Again' with Scratch Tickets

What? VIP Club Play It Again™ promotion

When? May 16 - July 10, 2011

Where? ialotteryvip.com

Why? Enter nonwinning scratch tickets for a chance to win up to \$5,000!



A new promotion encourages Iowa Lottery players to “play it again” as the lottery kicks off its updated player loyalty program.

Lottery retailers are seeing first hand the lottery’s transition to a new state-wide computerized gaming system; and part of this upgrade includes a revamping of the VIP Club, the lottery’s player loyalty program. The VIP Club’s new website (ialotteryvip.com) debuted earlier this month and the lottery noted that the updated program would include prize drawings, special coupons and merchandise exclusive for members of the club.

The first big promotion that’s reserved exclusively for club members is now underway! The Play It Again promotion that runs from noon on May 16 through noon on July 10 allows lottery players to use nonwinning scratch tickets as entries for the chance to win one of 46 prizes totaling \$30,000.

“The lottery has had a player loyalty program since 1994, and the idea behind this latest upgrade is to offer players a lot more value for the tickets they buy,” Lottery CEO Terry Rich said. “Hang onto those nonwinning tickets – they’ll really help you stretch your fun.”

To enter the Play It Again promotion, Iowa Lottery players must join or be a member of the newly enhanced VIP Club. On the Play It Again promotion page, they will be asked to enter their name, street address, phone number and the entry code number and serial number from a nonwinning scratch ticket. A different nonwinning scratch ticket serial number must be used for each entry.

“It’s free to join our VIP Club and there also is no additional cost to ‘Play It Again,’” Rich said. “We also think this can help keep Iowa beautiful by encouraging people to hang onto their tickets.”

More About Play It Again

Prizes: One top prize of \$5,000, five prizes of \$1,000 and 40 prizes of \$500.

Eligible games: A list is available on the lottery’s website.

Drawing: July 12; winners will be posted on the lottery’s website that day. Winners must sign their entry ticket, attach it to a completed claim form and present it to the lottery by 4 p.m. Aug. 11 to claim a prize.

Players should keep in mind:

- They may only enter the promotion via the lottery’s website. Hand-delivered or mailed entries will not be accepted.
- They must use their street address when entering the promotion – P.O. Box addresses will not be valid.
- They must keep all the tickets they enter, as they’ll need to present their signed ticket to the lottery to claim any prize won.
- They can use each ticket only once as an eligible entry.
- And, they can enter as many times as they wish, but can win only one cash prize.